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SD Secretary of State

STATE OF SOUTH DAKOTA

Statement of Legal Newspaper Ownership and Circulation

Return to: Secretary of State, 500 E. Capitol, Pierre, SD 57501-5077

1. TITLE OF NEWSPAPER		2. DATE
The Dakota Scout		6-26-2024
3. FREQUENCY OF ISSUE	3A. NO. OF ISSUES PUBLISHED ANNUALLY	3B. ANNUAL SUBSCRIPTION PRICE $
Weekly	52	0

4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP+4 Code) (Not printers) 114 S. Main Ave Ste B4 Sioux Falls SD 57104

5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHER (Not printers) 114 S. Main Ave Ste B4 Sioux Falls SD 57104

6. FULL NAME OF PUBLISHER: Joseph Sneve + Jonathan Ellis

7. OWNER (If owned by a corporation, its name and address must be stated and list on the back of this form the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.

FULL NAME — COMPLETE MAILING ADDRESS

8. KNOWN BONDHOLDERS, MORTGAGES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state. If more space is needed, list on back of this form.

— See back

9. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUED PRECEDING 12 MONTHS	ACTUAL NO. COPIES ISSUED NEAREST TO FILING DATE
A. TOTAL NO. COPIES (Net Press Run Plus Paid Electronic Copies)	5300	5000
B. PAID AND/OR REQUESTED CIRCULATION 1. Sales through dealers and carriers, street vendors, and counter sales.	0	0
2. Mail Subscription (Paid and or requested)	0	0
3. Paid Electronic Copies	0	0
C. TOTAL PAID AND/OR REQUESTED CIRCULATION (Sum of 9B1, 9B2 and 9B3.)	0	0
D. FREE DISTRIBUTION 1. BY MAIL, CARRIER OR OTHER MEANS	5300	5000
2. SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	NA	NA
E. TOTAL DISTRIBUTION (Sum of C, D1 and D2)	5300	5000
F. COPIES NOT DISTRIBUTED 1. Office use, left over, unaccounted, spoiled after printing	0	0
2. Return from News Agents	343	300
G. TOTAL (Sum of E, F1 and F2 – Should equal total shown in A.)	4957	4700

Statement must be signed by Publisher, Business Manager, or Owner in the presence of a Notary Public

I swear that the statements made by me are true, correct, and complete:

(Signature)

Publisher
(Title)

State of South Dakota)
§
County of MINNEHAHA)

Sworn to before me this 27 day of JUNE, 2024

Heather S. Brunsting
Notary Public

My commission expires: 7/14/26

(Seal)

HEATHER S. BRUNSTING
NOTARY PUBLIC SOUTH DAKOTA

Form: SOS REC 051 9/2016

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505 W 8th Street
Dell Rapids SD 57022

Jonathan Ellis
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Sioux Falls SD 57104

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Dunbar Scribe LLC
114 S. Main Ave Ste B4
Sioux Falls, SD 57104

Deja LLC
2401 W Sleigh Creek Trl
Sioux Falls, SD 57108

CIRCULATION VERIFICATION COUNCIL

OUR DATA SPEAKS VOLUMES

MEDIA VERIFICATION REPORT

Initial Audit Period: October 1, 2023 – March 31, 2024

The Dakota Scout

114 South Main Street, Suite B-4
Sioux Falls, SD 57104
(605) 413-317

EMAIL: joe@thedakotascout.com
thedakotascout.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	4,705 (Print Edition)
Website:	Average Website Unique Users:	25,317
E-Newsletters:	Average E-Newsletter Subscribers:	4,616
	Average Open Rate:	35.0%

The Dakota Scout – Total Gross Contacts	
CVC Estimated Edition Readership:	12,704
Total Digital Contacts:	26,933
Total Estimated Gross Contacts:	39,637*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

SCOUTING REPORT · SIOUXFALLS.BIZ · THE LOUNGE

The DAKOTA SCOUT

DECEMBER 7-13, 2023

A PARK QUEST

Sioux Falls couple turns frustration into family fun

Investigation focuses on wife of Brown County sheriff

South Dakota leads in youth employment

But long-time employer warns work ethic softening

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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 12 Pages
Circulation Cycle:	Weekly
Ownership:	The Dakota Scout, LLC
Year Established:	2022
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	17% Carrier Delivery / 78% Controlled Bulk / 5% Waiting Room
Annual Mail Subscription Rate:	$55.00
Insert Zoning Available:	No
CVC Member Number:	01-4441
DMA/MSA/CBSA:	Sioux Falls, SD / Sioux Falls, SD / Sioux Falls, SD
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2024	
Mechanical Data:	Two (2) columns X 14.625" column depth	
	Full page: 9.875" wide X 14.625" depth.	
Open Rate:	Local:	$1,000.00 Full Page - $200.00 1/8th Page
	National:	$1,000.00 Full Page - $200.00 1/8th Page
Insert Open Rate:	Contact Publisher	
Classified Rate:	Contact Publisher	
Deadline Day & Time:	Friday by 12 Noon	
Website Rates:	$1,000.00 - $500.00 per month, based on position	
E-Newsletter Rates:	Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Joe Sneve	EMAIL: joe@thedakotascout.com
Advertising:	Joe Sneve	EMAIL: joe@thedakotascout.com
Circulation:	Joe Sneve	EMAIL: joe@thedakotascout.com

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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4441	Thursday	The Dakota Scout Sioux Falls, SD
Audit Period Summary		
Average Net Circulation	**(5-H)**	**4,705**
Average Gross Distribution	(5-F)	5,048
Average Net Press Run	(5-A)	5,300
Audit Period Detail		
A. Average Net Press Run		5,300
B. Office / File		252
C. Controlled Distribution		
1. Carrier Delivery		812
2. Bulk Delivery / Demand Distribution		3,742
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		271
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		223
Total Average Controlled Distribution		5,048
Controlled Returns		(343)
TOTAL AVERAGE CONTROLLED CIRCULATION		4,705
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		5,048
G. Total Unclaimed / Returns		(343)*
H. Average Net Circulation		**4,705**

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi- family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	4,697	-	-	-
10/01/23-12/31/23	CVC	-	-	-	4,713

7. Distribution by Zip Code (3/28/2024 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
57003	Baltic	Minnehaha	SD	0	21	0	0	21
57017	Colman	Moody	SD	0	17	0	0	17
57018	Colton	Minnehaha	SD	0	12	0	0	12
57022	Dell Rapids	Minnehaha	SD	0	132	0	0	132
57032	Harrisburg	Lincoln	SD	0	72	0	0	72
57033	Hartford	Minnehaha	SD	0	83	0	0	83
57042	Junius	Lake	SD	0	80	0	0	80
57103	Sioux Falls	Minnehaha	SD	0	599	0	0	599
57104	Sioux Falls	Minnehaha	SD	80	741	0	50	871
57105	Sioux Falls	Minnehaha	SD	20	650	0	30	700
57106	Shindler	Minnehaha	SD	32	906	0	80	1,018
57107	Buffalo Ridge	Minnehaha	SD	0	53	0	0	53
57108	Sioux Falls	Lincoln	SD	100	332	0	30	462
57110	Sioux Falls	Minnehaha	SD	85	260	0	30	375
57401	Aberdeen	Brown	SD	0	50	0	0	50
Misc.	Assorted	Assorted	SD	500	5	0	0	505
TOTAL				817	4,013	0	220	5,050

8. Distribution by County (3/28/2024 Edition) Thursday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brown	Aberdeen	SD	0	50	0	0	50
Lake	Junius	SD	0	80	0	0	80
Lincoln	Harrisburg Sioux Falls	SD	100	404	0	30	534
Minnehaha	Baltic Buffalo Ridge Colton Dell Rapids Hartford Shindler Sioux Falls	SD	217	3,457	0	190	3,864
Moody	Colman	SD	0	17	0	0	17
Misc.	Assorted	SD	500	5	0	0	505
TOTAL			817	4,013	0	220	5,050

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9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Dakota Scout did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Dakota Scout reported an average carrier delivery distribution of 812 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s).

CVC verification substantiates The Dakota Scout's claim of 343 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - thedakotascout.com

	Monthly Audit Period Average
Website Unique Users	25,317
Website Sessions	39,243
Percent of New Users	91.5%
Website Page Views	67,344
Pages Per Visit	1.72
Average Time Spent on Website	00:01:34
Bounce Rate	39.8%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication's website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media - Not Reported

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	4,616
Average Open Rate	35.0%
Average Click Rate	

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - Not Reported

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.

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The current status of this report expires June 30, 2025.

If this report is presented after June 30, 2025 please call the toll-free number listed below.